

7

**REMARKS**

Applicant has carefully reviewed the Office Action dated July 21, 2004. Claims 14-49 are pending in this application. Claims 1-13 and Claims 28-49 have been canceled. Applicant has amended Claims 14 and 21 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 14-15, 17-22, 26-35, 40-45, and 48-49 stand rejected under 35 U.S.C. 102(e) as being anticipated by *Nadan*. This rejection is respectfully traversed with respect to the remaining amended claims. Claims 28-49 have been canceled.

Applicant's present inventive concept, as set forth in the amended claims, is directed toward a system and method for retrieving information about a product. This is facilitated by transmitting to a user location a broadcast that has embedded therein a data set that has some association with the product information. This data set is extracted from a non-video portion of the broadcast with an extracting system. When the information is received, a "connection device" is then at a later time operated to connect the user location to the remote location on the network. This is done in response to the step of extracting the data. Once connected, this connection of the user to the remote location enables retrieval of the product information that was associated with the remote location.

The *Nadan* reference is a reference that provides for the transmission of an encoded digital data stream. This encoded digital data stream encloses a header that provides both destination address and source address information. Each of the plurality of nodes is operable to receive the information that is designated therefor. For example, in Figure 3A, it is illustrated that the data stream that is transmitted has a header that is the "Enable Reception Message" field 22 (Figure 2) and it is directed from the source information block (10) labeled "MDC2000" and is directed toward the remote location (16) with a DID of TBD12??". Once the decoder-receiver receives the header, it will then receive the following update information. As such, this is nothing more than a packet of data with a source/destination header and the attached information. Thus, the information and the notification DID, are disposed in a single

**AMENDMENT AND RESPONSE**

S/N 09/625,681

Atty. Dkt. No. PHL Y-25,394

packet. There is no device that decodes the information and then "connects" to the location that is associated with the ID to extract it therefrom. As such, Applicant believes that the *Nadan* reference does not anticipate Claims 14 or 21, both being independent claims. Claims 15, 17-20, 22 and 26-27, the remaining claims, are dependent therefrom and, therefore, are also believed to overcome the 35 U.S.C. 103(e) rejection. Therefore, Applicant respectfully requests the withdrawal of the 35 U.S.C. 102(e) rejection with respect to Claims 14-15, 17-22 and 26-27, the remaining claims.

Claim 16 stands rejected under U.S.C. 103(a) as being unpatentable over *Nadan* in view of *Tsinberg*. This rejection is respectfully traversed.

Since Claim 16 is a dependent claim, Applicant believes that the addition of *Tsinberg* does not cure the deficiencies noted hereinabove with respect to *Tsinberg* and, therefore, Applicant respectfully requests withdrawal of the 35 U.S.C. 103(a) rejection with respect to Claim 16.

The remaining claims, Claims 23-25 stand rejected under 35 U.S.C. 103(a) as being unpatentable over *Nadan* in view of *Ring et al.* This rejection is respectfully traversed with respect to the amended claims.

Since Claims 23-25 are dependent claims, Applicant believes that the addition of the *Ring et al.* reference does not cure the deficiencies noted hereinabove with respect to *Nadan*. Therefore, Applicant respectfully requests withdrawal of the 35 U.S.C. 103(a) rejection in view of the combination of *Nadan* and *Ring et al.* with respect to Claims 23-25.

Claims 23-25, the remaining claims, also stand rejected under 35 U.S.C. 103(a) as being unpatentable over *Nadan* in view of *Hylton et al.* This rejection is respectfully traversed.

The Examiner, although rejecting Claims 23 and 25 under 35 U.S.C. 103(a), discussed Claims 36-37 and 46-47 and Claim 35. These Claims are no longer in the case. However, to the extent that this rejection does apply to Claims 23-25, Applicant believes that these are dependent claims and the

**AMENDMENT AND RESPONSE**

S/N 09/625,681

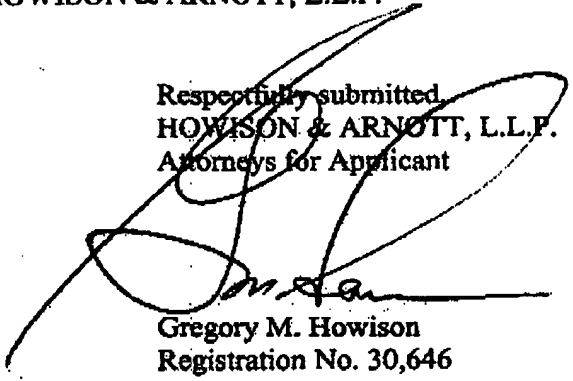
Atty. Dkt. No. PHL-25,394

9

combination of *Hylton* with *Nadan* does not cure the deficiencies noted hereinabove with respect to *Nadan*, therefore, Applicant respectfully requests the withdrawal of 35 U.S.C. 103(a) rejection with respect to Claims 23-25.

Applicant has now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-25,394 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,  
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AMENDMENT AND RESPONSE  
S/N 09/625,681  
Atty. Dkt. No. PHLY-25,394